

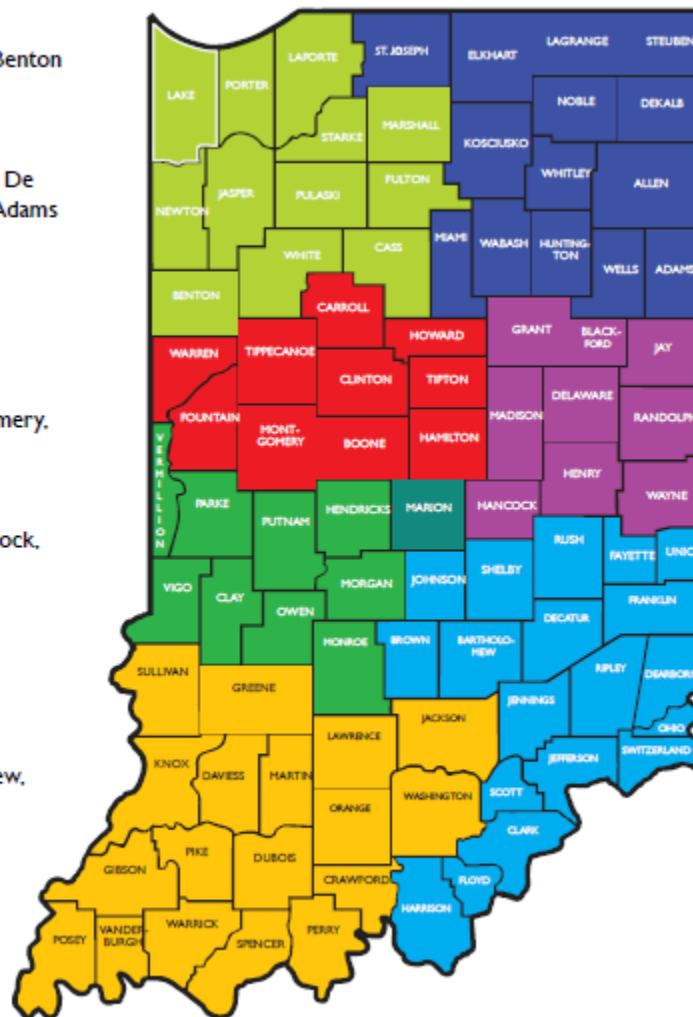


## MDwise Outreach

*A wise choice for you and your family.*

# Who is MDwise Outreach?

- Autumn Slaughter**  
 Lake, Porter, La Porte, Newton, Jasper, Starke, Marshall, Benton  
 Pulaski, Fulton, White, Cass
- TBD**  
 St. Joseph, Elkhart, LaGrange, Steuben, Kosciusko, Noble, De  
 Kalb, Whitley, Allen, Miami, Wabash, Huntington, Wells, Adams
- Nicki Gilbert, Rachel Maxey, TBD**  
 Marion
- Rachel Maxey**  
 Warren, Tippecanoe, Carroll, Howard, Fountain, Montgomery,  
 Clinton, Tipton, Boone, Hamilton
- Nicki Gilbert**  
 Grant, Blackford, Jay, Madison, Delaware, Randolph, Hancock,  
 Henry, Wayne
- TBD**  
 Vermillion, Parke, Putnam, Hendricks, Vigo, Clay, Owen,  
 Morgan, Monroe
- TBD**  
 Johnson, Shelby, Rush, Fayette, Union, Brown, Bartholomew,  
 Decatur, Franklin, Jennings, Ripley, Dearborn, Ohio,  
 Switzerland, Harrison, Floyd, Clark, Scott, Jefferson
- Garra Schulze**  
 Sullivan, Greene, Lawrence, Jackson, Knox, Daviess,  
 Martin, Orange, Washington, Gibson, Pike, Dubois,  
 Crawford, Posey, Vanderburgh, Warrick, Spencer, Perry



# What is MDwise Outreach?

The MDwise outreach team does the following:

- Outreach events
- Enrollment referrals
- myMDwise portal sign-ups and help
- Member benefit education
- Interaction with the media
- Provider network education
- Event tracking
- MDwise special program education
- Ms. Bluebelle mascot
- Gateway to Work education
- Certified Community Healthcare Workers

# How Outreach Gets Started in an Area

- Identify Medically Underserved Areas (MUA) in your assigned territory, and any other areas or locations where members or potential members are present
- Identify and network with key partners, including community organizations and local agencies who serve MDwise members and potential members
- Develop outreach activities and events to provide education to members and non-members about MDwise programs and attend community events hosted by community organizations to reach additional members and potential members
- All Outreach staff must sign the non-discrimination acknowledgement form

*In compliance with 42 CFR 438.6(d). Outreach Coordinators will not discriminate against individuals eligible individuals eligible to enroll on the basis of health status, race, color, national origin, or need for health care for health care services, and will not use any policy or practice that has the effect of discriminating in such discriminating in such manner.*

# Types of Outreach Events

- MDwise Health Benefits Connections events
- HIP Health Plan Selection Period events
- MDwise WELLNESSchats
- MDwise Bluebelle baby showers
- Everyone Needs Check-Ups
- Battle of the Fit Competition
- School outreach
- Health fairs
- Back-to-school events
- Community and Professional Presentations
- WORKwise events

# What Happens at an Outreach Event?

- Interact with attendees (members, potential members & general public)
- Distribute materials to all attendees
- Speak with Media
- Provide local organizations and agencies with brochures for community members to access if needed
- Take outreach pictures for documentation and promotion
- Have attendees take event surveys via iPad to:
  - Get knowledge of who is attending events
  - Measure attendees' awareness of MDwise
  - Record if they have received their member handbook or signed up for myMDwise (for members)
- Hand out trinkets

# How Outreach Helps Program Enrollment

- Partner with Covering Kids & Families, the Division of Family Resources and enrollment centers to do on-site enrollment
- If no enrollment partners are present, fill out a Covering Kids & Families referral form
- Provide information to attendees on the enrollment process for Hoosier Healthwise and HIP
- On-site enrollment via iPad
- Answer frequently asked questions related to enrollment/eligibility:
  - Presumptive Eligibility
  - HIP Fast Track Payments
  - WISEpay
  - Redetermination
  - HIP Health Plan Selection Period

# How Outreach Events Are Promoted

- MDwise website calendar
- Utilize approved flyer templates provided by Marketing for events
- Social media promotion
- Distribute flyers to community partners and local agencies
- Make flyers available at MDwise booth at events



# MDwise Special Programs Promoted by Outreach



# Ms. Bluebelle the MDwise Mascot



# The End



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# Session Survey

Please use the QR code or the weblink below to complete a survey about the session you just attended. Each session has a unique survey so be sure to complete the appropriate one for each session you attend. We will be taking your feedback from this survey to improve future IHCP events.



<https://tinyurl.com/fssa1026>